

AMERICAN

BOARD MEETING  
EXECUTIVE DIRECTOR'S REPORT  
MAY 21, 1991

1. Meeting with Dr. Kristen Wenzel, consultant to the Board of Directors, and facilitator of Board Retreats.

After the last Board Retreat Dr. Wenzel offered to meet with me to help me with the preparation of the Agency's Three Year Plan. I found this meeting to be very productive and her feedback very helpful.

2. Both presentations made, Jersey City State and Puerto Rico, were well received. I got good feedback.
3. Youth Conference was held at Rutgers, New Brunswick. Maria Vizcarrondo was the keynote speaker. The students made excellent presentations.
4. Meetings with Funding Sources.
  - a. Mr. John Borden, Borden Foundation
  - b. Mr. Ron Thorpe, Dodge Foundation
5. New Intern for the summer from the Office of Hispanic Affairs
6. Reception/Dinner at ETS has been moved to June. No date yet. Margie will give more detail of this meeting in her presentation.

PHASE I:

My approach to fundraising and the work of the development office has been that I anticipate loss of funds every day. Therefore, my primary goal for the development office has been to make it work efficiently and effectively. Since fundraising is very competitive we can't afford to be at a disadvantage. The first six months of this fiscal year the development office has accomplished the following:

Developed three documents (completed in December 1990):

Document #1: A timeline of Foundations, Corporations, Government and United Way Grants. This timeline includes tasks by month. A diskette has been prepared for each month with special instructions according to the funding source to be contacted each month.

Document #2: A Directory of Foundation and Corporate donors entitled: 1991 "At the Tip of the Finger".

Document #3: Supplementary Chart with special instructions.

With these documents, fundraising is conducted efficiently and in a timely manner. This allows more time for the identification and follow-up of new sources of revenue.

PHASE II:

Fundraising for programs takes an additional phase. This phase includes monitoring each center fiscally and programmatically, maintaining level of service, keeping close communication with the immediate community, and anticipating funding or lack of funds.

I would like to give you a brief description of the status of each center and where I anticipate problems and how I anticipate addressing these:

1. Essex County: As you know, PEW (\$15,000) and PHS (\$18,000), both Health Careers Projects were cut. At this time I do not anticipate losing any other funds, nor do I anticipate that any of these projects will increase the funding level.

2. Passaic County: The grant from the Department of Community Affairs, Office of Hispanic Affairs was reduced by 30% for FY91. The follow-up conducted led us to apply for another grant from the same Department. We submitted an application requesting \$50,000 from the Community Service Block Grant. This grant is for the next fiscal year FY92. In a recent discussions with

Maria Vizcarrondo, it looks very good for the this proposal be funded. (I was able to obtain a letter of support from the Mayor of Paterson.)

3. Mercer County: Our center in Trenton depends on the Legislative Grant. If we lose these funds the center will have to be closed.

A meeting has been scheduled with our "Friends of ASPIRA" in Trenton for January 31st. At that time, I anticipate beginning the process for the next fiscal year. This process, as most of you know, requires a great deal of support from the Hispanic community, and the senators and assemblymen in the districts. It also requires that students and board member write letters of support.

4. Camden County: The center in Camden is now awaiting the decision from William Penn.

Anticipating that the WmPenn and the legislative grant do not get funded, we will be ok until June 1991.

The problems begin in July 1991. The Talent Search funding will be critical to maintaining this center open. The grant application is due February 19th (the deadline was changed from January 23rd). I will be requesting approximately \$160,000.

The process for the Trenton Legislative Grant will also be followed for Camden.

#### PHASE III:

In December 1990, thirty-one new sources for revenue were identified. Letters were sent to these requesting information on their funding guidelines and deadlines.

Thus far eight (8) have responded and three (3) had the wrong address. Of the eight (8) which responded, there are two (2) for which we are not eligible and six (6) for which we are eligible.

Of the six (6) for which we are eligible, four (2) will receive proposals requesting a capital campaign donation and four (4) for general operating expenses.

#### GENERAL OPERATING REVENUE:

Thus far most of the new sources of revenue appear to be more appropriate for general operating expenses. I anticipate that general operating revenue will be maintained because those funding sources are pretty stable.

Example: Victoria Foundation  
Prudential Foundation  
PSE&G  
New Jersey Bell

This past year we have improved several other areas which have a direct impact on fundraising for general operating. These are:

1. Direct Mail Campaign. Although our first mailing has been for the Capital Campaign, this has allowed us to experiment and refine the process.
2. Newsletter. The newsletter is sent to everyone in our mailing list. The quality in content and appearance has increased our public relations. After every newsletter I have received phone calls and letters in response to articles. Visibility and information sharing has increased.

I anticipate that these two areas will translate themselves into increased funds for general operating.

One grant that may be reduced or lost completely is the Essex County Freeholders grant of \$10,000.

#### TOTAL ANTICIPATED LOSS FOR FISCAL YEAR 1992

\$110,000: Mercer County  
Camden County  
Essex County